

## FY2000/2001 Media Plan

### Objectives

- Increase awareness of California as the premiere vacation destination for non-resident leisure (vacation or personal) travelers in order to increase visits and revenue with focus.

### Media Strategy

- Focus advertising efforts on high travel-volume markets as determined by analyzing three-year trends in DK Shifflet research reports
  - Utilizing a call-volume strategy does not accurately indicate opportunity markets. Inquiry reports generated by the State reflect high-potential markets based on call-volume only. However, markets with the greatest number of calls are not necessarily the markets from which visitors are likely to come. States further away from California generate more calls, but fewer visits.

RANK	CALLS	VISITS
1	NEW YORK	NEVADA
2	TEXAS	ARIZONA
3	ILLINOIS	WASHINGTON
4	FLORIDA	TEXAS
5	PENNSYLVANIA	OREGON
6	NEW JERSEY	ILLINOIS
7	OHIO	NEW YORK
8	ARIZONA	UTAH
9	MICHIGAN	NEW MEXICO
10	MINNESOTA	COLORADO

BASED ON 3-YEAR AVERAGE FROM 1996-1998

- Market emphasis must be on states where residents have a greater potential to select California as a vacation destination. In order to increase visits from these key states, the advertising message must reach prospects *before* they make their destination decision. By the time an inquiry is generated, the decision to visit California has already been made.
  - 75% of inquirers have already decided to visit California prior to their request for information (Effectiveness of Cal Tour Fulfillment Program, 10/17/98)
  - 66% of internet inquirers have already decided to visit California (DOT Inquiry Report, 11/22/99)

### Media Target

- Non-resident leisure travelers represent the greatest potential to increase visits to the State. This is primarily adults, age 25-54. However, slightly more emphasis is placed on the older segment (35-54) which represents the greatest number of visits. In addition, slightly more upscale households (defined as having incomes over \$50,000) will be targeted.

### Geography

- Advertising will be provided on a national basis throughout the United States as over half the NRLT visits come outside of the Western U.S.

- Additional emphasis will be placed in states that generate the greatest number of visits per DK Shifflet research. However, Nevada is not included for regional support due to the low potential to increase the already high level of visits.

	<b>CALIF</b>	<b>% VISITS</b>	<b>% US</b>	
	<b>VISITS</b>	<b>TO CALIF</b>	<b>POP</b>	<b>INDEX</b>
<b>NEVADA</b>	<b>3,452,404</b>	<b>12.6%</b>	<b>0.72%</b>	<b>1752</b>
<b>ARIZONA</b>	<b>3,093,072</b>	<b>11.3%</b>	<b>1.77%</b>	<b>640</b>
<b>WASHINGTON</b>	<b>2,189,234</b>	<b>8.0%</b>	<b>2.16%</b>	<b>370</b>
<b>TEXAS</b>	<b>1,899,030</b>	<b>6.9%</b>	<b>7.03%</b>	<b>99</b>
<b>OREGON</b>	<b>1,794,751</b>	<b>6.6%</b>	<b>1.26%</b>	<b>522</b>
<b>ILLINOIS</b>	<b>1,517,153</b>	<b>5.6%</b>	<b>4.39%</b>	<b>127</b>
<b>NEW YORK</b>	<b>1,176,487</b>	<b>4.3%</b>	<b>6.58%</b>	<b>65</b>
<b>UTAH</b>	<b>972,270</b>	<b>3.6%</b>	<b>0.66%</b>	<b>542</b>
<b>NEW MEXICO</b>	<b>843,455</b>	<b>3.1%</b>	<b>0.62%</b>	<b>499</b>
<b>COLORADO</b>	<b>804,539</b>	<b>2.9%</b>	<b>1.55%</b>	<b>190</b>
<b>TOP 10 STATES</b>	<b>17,742,395</b>	<b>64.9%</b>	<b>26.7%</b>	<b>243</b>

### Media Budget

- Spending is limited to \$3,173,582, which includes incremental funds of \$600,000 from CTTC. This represents a 37% increase in media dollars from 1999/2000 (\$2,320,051).

### Media Recommendation

- Primary emphasis is placed on six, key Western states as these states represent 48% of California's NRLT visits: Arizona, Colorado, New Mexico, Oregon, Utah, and Washington
  - Within these states, television will be utilized in primary DMAs: Phoenix/Tucson, Denver, Albuquerque, Portland, Salt Lake City, and Seattle. These DMAs account for 31% of California's visits.
  - Sunset, a Western magazine, will be used in addition to provide coverage in this key region
- Outside of the Western U.S., select states that have a high volume of visits will be targeted: Illinois, New York, and Texas. These states represent 17% of California's total visits.
  - Regional magazines and internet sights will be utilized to provide supplemental support on a state-wide basis
- The remaining U.S. provides 35% of visits. The national plan consists of magazines, both travel specific and general interest, and internet sights will be used to provide national coverage.

### Timing of Campaign

- Advertising will be scheduled February through June in order to reach prospects before they make their destination decision. Commencing in February allows the message to reach long-distance travelers requiring more planning time. Extending the campaign into June benefits travelers in Western markets whose proximity requires less lead time for planning.
- Television will be scheduled to avoid political primaries in each state.
- Internet advertising will begin in the Fall to capitalize on seasonal travelers. Impression levels will be increased in the Spring when travel planning is at its peak.

# FY2000/2001 Media Flow Chart

